Email Club

User Manual

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Introduction

Restaurant Manager's On-line E-Club service includes all the elements necessary to collect and manage opt-in information entered by customers and visitors to your website. Tools are provided to generate and send promotional and informational emails to your club members.

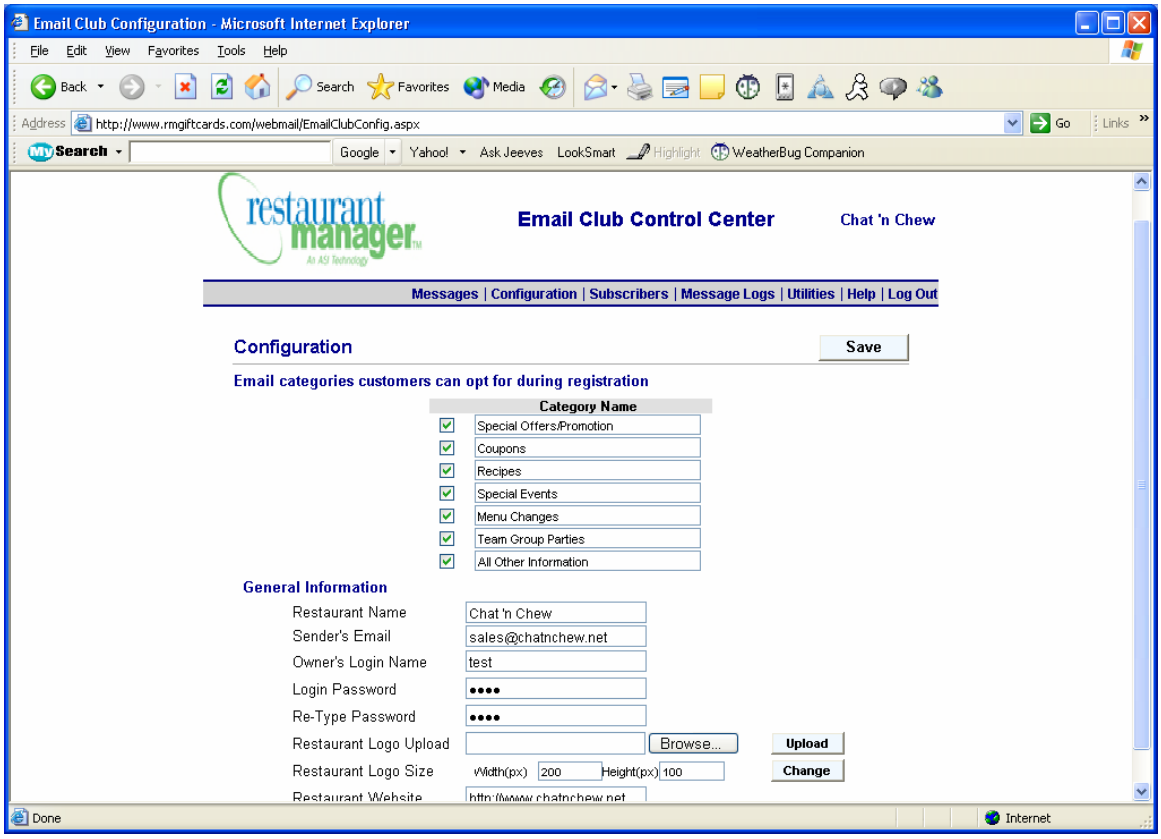
Setup

Accessing the E-Club Control Center

Access the E-Club control center by going to http://eclub.rmwservices.com and entering your username and password. Call ASI if you have not yet been assigned a username.

Basic Configuration

From the Control Center click on the Configuration menu option.



Message Categories

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Messages Categories allow you to target messages that you send to your club members according to the information they signed up for to receive.

Check the category boxes as appropriate to the type of information and promotions you will be sending your customers. You can also change the category titles if you so desire.

General Information

Restaurant Name: Type in the name you wish to appear in your email correspondence.

Sender's email: The email address that customers can use to communicate back to you. Customers will use this address to request removal from the eclub, for example. This email address is also used to notify you of new club members and other administrative information.

Administrator's Login Name and password: You will need this information to log into the control center.

Restaurant Website: Enter the full website address for your restaurant. This is necessary for customers to be brought back to your site after registering to the e-club.

Signup Welcome Letter: Select the message that you want emailed automatically to new subscribers.

New User Signup Notification: Check this box if you wish to be notified via email every time someone new signs up to the e-club.

Enable Automatic Birthday Message: Check this box if you wish to have the system automatically send an email to subscribers on or close to their birthday (see lead time description below.)

Lead Time for Birthday Message: Days before actual birthday to send email to subscriber.

Automatic Birthday Message: Birthday message to send.

Enable Automatic Anniversary Message: Check this box if you wish to have the system automatically send an email to subscribers on or close to their anniversary (see lead time description below.)

Lead Time for Anniversary Message: Days before actual anniversary to send email to subscriber.

Automatic Anniversary Message: Anniversary message to send.

Email Message Management

In this section we show you how to prepare an email message for distribution to your customers. But before you start, you must become familiar with Message Templates and Merge Fields.

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Message Templates

Restaurant Manager's E-Club system comes with a number of message templates that you can use "As-Is" or modify to suit your marketing needs. Templates include coupons, discounts, and free item promotions amongst others.

Substitute Fields

In the message templates provided by ASI we mark text that you need to replace by enclosing it with # signs. For example, #Substitute with your Restaurant Name#.

Merge Fields

Merge fields refer to delimited text incorporated into the body of your email messages that are replaced or "personalized" with customer and other specific data at the time the emails are sent. In Restaurant Manager's e-club system we use the $ sign to delimit Merge fields. For example if you incorporate $First Name$ $Last Name$ into the email message, these will be replaced by the First and Last names of your customer.

You can incorporate the following "Merge Fields" into your messages:

$First Name$: Customer's first name.

$Last Name$: Customer's last name.

$Restaurant Name$: Business Name.

$Promotion Code$: Promotion code automatically generated for every message you send out. Allows you to track the success of any given email message.

Important: When using templates, the merge fields delimiters ($), should not be confused with the substitute text field delimiters (#). The text enclosed by the latter must be substituted with meaningful text, and the delimiters removed before the email is sent.

Preparing and Sending an Email Message

Step 1: Select a message template you wish to use to use as a basis for your message, or create a new one from scratch.

Step 2: Check the category boxes as appropriate. Remember, the categories are used to send the email message only to those subscribers who have opted to receive messages of that category. You must check at least one category.

Step 3: Edit the subject line of the message as appropriate. In general you should ALWAYS include the name of the restaurant in the subject line. This will help distinguish your email from spam. If using a template make

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sure you remove the # signs and substitute the text enclosed by them with your own relevant text. For example, "#Your Restaurant Name#" could be replaced by "Chat 'n Chew Restaurant"

Step 4: Edit the body of the message as needed, incorporating merge fields where necessary. Remove # signs and substitute enclosed by them with your own text.

Step 5: Test the message: click on the test button and enter an email address you have access to. Check that the email received matches what you expect to be sent out.

Step 6: Click the "Save As" button to save the message.

Step 7: Send the message by clicking on the Send button.

Message Logs

Click on the Message Logs menu option to view a list of the email messages sent out. Information includes the date of the email, the number of emails sent, the promotion code used and a copy of the message. Click on the promotion code to view a copy of the email sent.

Subscriber Management

To make adjustments to your subscriber information click on the Subscribers menu option.

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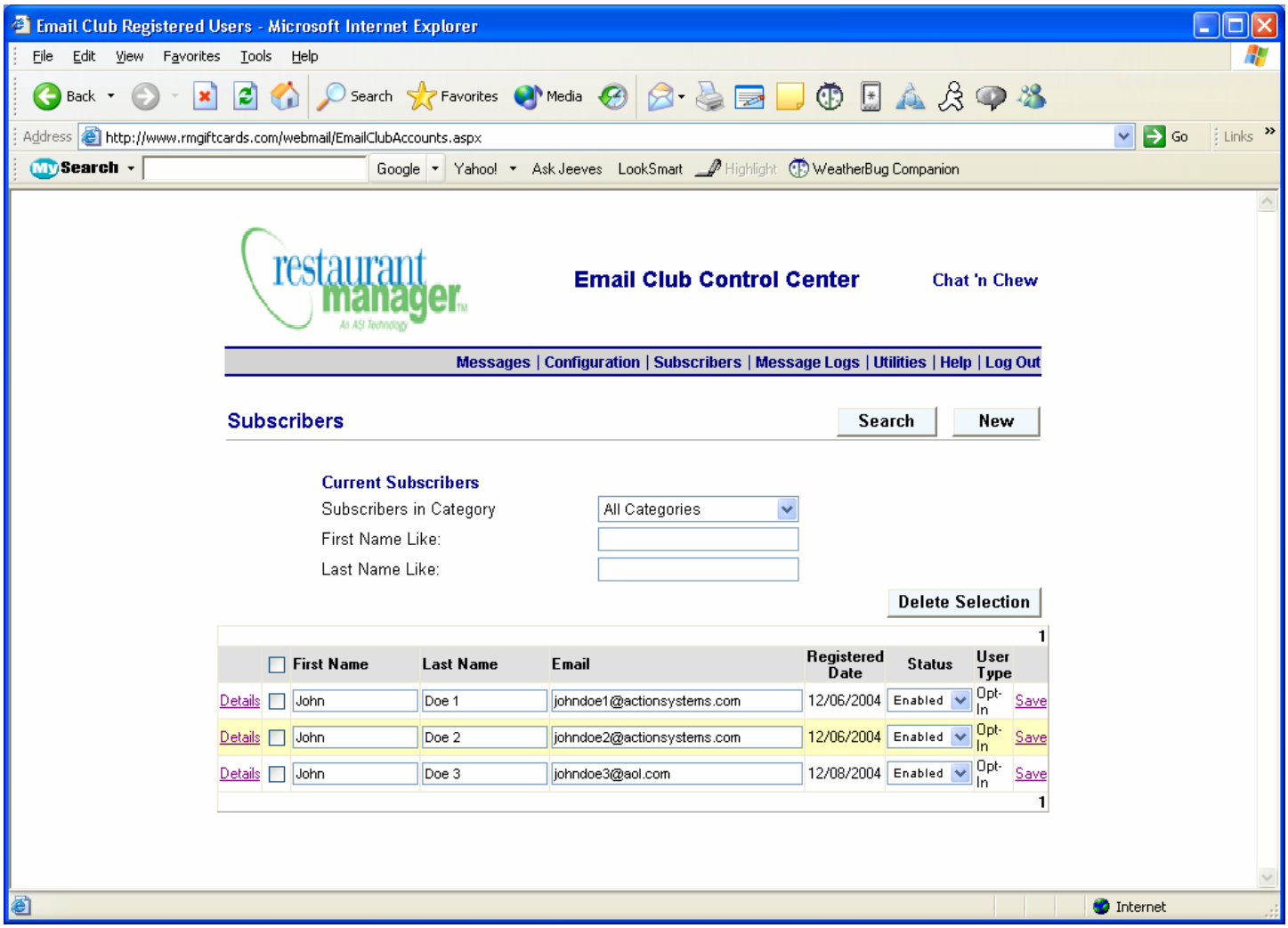

You can edit the First, Last name, and email address by directly clicking on the fields. Confirm the changes by clicking on the Save link at the end of each record.

To edit the categories a subscriber is signed up for, click on the Details link.

IMPORTANT: You must click on the Save link after editing each record. You cannot edit multiple records at one time.

Adding Subscriber Information Manually

Use this functionality to enter information that was captured by non-electronic means, such us paper sign-up forms in your restaurant, into the system.

From the Subscriber page click on the New button. Fill out the fields at the bottom of the screen and click on the Save button.

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Importing Subscriber Information from files

Use this utility to enter subscriber information that is available in CSV delimited electronic format. The first line of the file must include the following header:

FName, LName, Email

Subsequent lines contain the subscriber's First Name, Last Name and email address separated by commas.

Follow these steps to import the file containing the subscriber information:

- Click on the Utilities menu option
- Click on the Browse button and locate the file you wish to import
- Click on the import button
- Click on the subscriber menu option and check that records where imported correctly.

WARNING: We strongly recommend you ONLY import email address from customers who have opted into your email club system. Failure to do this could result in your business being tagged as a Spammer.

Deleting Subscribers

From the subscriber screen check the subscriber you wish to delete and then click on the Delete Selection button.

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